

## ABSTRACT

A system and method for enabling on-line purchasers to customize and personalize their purchasing options by prompting the customer to indicate customer preferences regarding merchandise and services to be purchased on-line. The system and method use intelligent process and rule-driven inquiry-databases, intelligent product databases, artificial intelligence rules, data comparison algorithms, animation software, graphics and video input and output hardware and software and/or video streaming to (1) guide consumers in specifying customer preferences, (2) make purchasing recommendations to consumers, (3) narrow selections of merchandise or services, (4) determine the fit of merchandise, (5) configure and optimize various options of subsystems into a complete system, (6) layout, compose and/or animate merchandise or models wearing merchandise, and (7) display the fitted system of multiple items with the recommended and/or selected settings.